The listing of claims will replace all prior versions, and listings, of claims in the application:

<u>Listing of Claims:</u>

Claims 1-150 (cancelled).

151. (previously presented) A method for generating markup information to be displayed at a client computer system, the method comprising:

identifying a first document, the first document including a first portion of content for display on a client system;

parsing the first document to identify at least one valid element of the first document which is suitable for contextual text search analysis;

selecting a first identified valid element of the first document for contextual text search analysis;

performing contextual text search analysis on a first portion of content associated with the first identified valid element, wherein the contextual text search analysis includes analyzing the first portion of content for selected keyword information, the selected keyword information being provided by an entity other than an end user of the client system;

selecting, using the selected keyword information, specific text in the first document to be marked up, the specific text corresponding to text which is to be displayed to the user; and

performing markup operations on at least a portion of said selected specific text to thereby generate a first portion of marked up text.

152. (previously presented) The method of claim 151 wherein the specific text is contextually associated with at least a portion of the selected keyword information.

153. (previously presented) The method of claim 151 further comprising:
displaying the marked up text to the user, wherein the displayed marked up text includes the selected specific text which has been formatted in accordance with the markup operations.

154. (previously presented) The method of claim 151 further comprising:
identifying at least one invalid element of the first document which is not suitable for contextual text search analysis.

155. (previously presented) The method of claim 151 further comprising:

analyzing the first document to determine a first categorization type to be associated with the first document, wherein the first categorization type has associated therewith at least one keyword; and

selecting a first keyword from the first categorization type;

wherein the keyword information includes the first keyword selected from the first categorization type.

156. (previously presented)   The method of claim 151 wherein said markup operations are performed at the client system.

157. (previously presented)   The method of claim 151 further comprising:
retrieving content relating to the first document from a first source; and
retrieving at least a portion of the selected keyword information from a second source.

158. (previously presented)   The method of claim 151 further comprising:
retrieving, via a computer network, content relating to the first document from a first network device; and
retrieving, via the computer network, at least a portion of the selected keyword information from a second network device.

159. (previously presented)   The method of claim 151 further comprising:
displaying the first portion of marked up text at the client system.

160. (previously presented)   The method of claim 151 further comprising:
generating markup information relating to at least a portion of markup operations to be performed on the portion of said selected specific text; and
displaying at the client system, using the markup information, modified content which includes the first portion of marked up text.

161. (previously presented)   The method of claim 151 wherein said analyzing includes performing a fuzzy search for selected keyword information in the selected text;
the fuzzy search being implemented such that a match will be found to occur despite lack of an exact match of the selected keyword information within the context of the first document.

Application No: 09/943,524   3   KABAP002

162. (previously presented) The method of claim 161 wherein the fuzzy search is implemented such that a match will be found to occur if a percentage of the selected keyword information identified in the context of the first document exceeds a predetermined match threshold percentage value.

163. (previously presented) The method of claim 151 further comprising accessing said selected keyword information from a remote server system.

164. (previously presented) The method of claim 151 wherein the first portion of content includes code to be rendered for display at the client system, the method further comprising:

generating markup information relating to at least a portion of markup operations to be performed on the portion of said selected specific text; and

modifying, using the markup information, a first portion of the code relating to the portion of selected specific text to thereby generate a modified first portion of code; and

rendering the modified first portion of code for display at the client system.

165. (previously presented) The method of claim 164 wherein the markup information includes a first URL to be associated with the portion of said selected specific text.

166. (previously presented) The method of claim 164 wherein the keyword information is provided by a campaign provider.

167. (previously presented) The method of claim 164 wherein the keyword information is provided by a an advertiser.

168. (previously presented) The method of claim 151 wherein the first document corresponds to a web page associated with an information provider's web site.

169. (previously presented) The method of claim 151 wherein the first identified valid element corresponds to a frame in a web page associated with a web site.

170. (previously presented) The method of claim 151 further comprising rendering at least a portion of the first portion of content for display to the end user via a browser application.

Application No: 09/943,524   4   KABAP002

171. (previously presented)   The method of claim 151 further comprising using negative word filtering to exclude markups of selected document text.

172. (previously presented)   The method of claim 151 wherein the selected keyword information includes at least one negative word limitation specifying a first negative word, and wherein the method further comprises:

searching selected information of the first document for a first keyword;

identifying an occurrence of the first keyword in the document ;

determining whether an occurrence of the first negative word exists within a predetermined proximity to the identified occurrence of the first key word; and

excluding markup of the identified occurrence of the first key word in response to a determination that the first negative word exists within a predetermined proximity to the identified occurrence of the first key word.

173. (previously presented)   The method of claim 151 wherein the selected keyword information includes restriction information specifying at least one restricted source location; and

wherein the method further comprises excluding markup of context in the first document in response to a determination that the first document is associated with a restricted source.

174. (previously presented)   The method of claim 173 wherein the restricted source corresponds to a particular Internet domain name.

175. (previously presented)   The method of claim 151 wherein the selected keyword information includes restriction information specifying a maximum number of markups per page; and

wherein the method further comprises excluding markup of context in the first document in excess of the maximum number of markups per page restriction.

176. (previously presented)   The method of claim 151 wherein the selected keyword information includes restriction information specifying a maximum number of markups per repeat keyword; and

wherein the method further comprises excluding markup of repeated keywords identified in the context of the first document in excess of the maximum number of markups per repeat keyword restriction.

177. (previously presented) The method of claim 151 wherein at least one keyword corresponds to a text string which includes multiple words.

178. (previously presented) The method of claim 151 wherein the selection of specific text in the first document to be marked up is based upon predetermined business rules;

wherein said predetermined business rules includes at least one of the following restrictions:

priority of markup operations performed on identified keywords within context of a document is given to textual-based context;

number of markups per page may not exceed predetermined value MAX_MARKUP;

number of markups per repeat keyword may not exceed predetermined value MAX_REPEAT; and

priority of markup operations performed on identified keywords within context of a document is given to context within relatively largest frames of the document

179. (previously presented) The method of claim 151 further comprising displaying a pop-up layer on the client system in response to the user selecting a marked up portion of a first portion of document context;

wherein the pop-up layer includes information relating to an initial link associated with the first portion of document context; and

wherein the pop-up layer includes information relating to a different link which was not associated with the first portion of document context.

180. (previously presented) The method of claim 151 further comprising displaying a pop-up layer on the client system in response to the user selecting a marked up portion of a first portion of document context;

wherein the pop-up layer includes information relating to a plurality of different links;

said link information being obtained from information included in the selected keyword information.

Application No: 09/943,524   6   KABAP002

181. (previously presented)   The method of claim 151 further comprising:

logging, on the client system, tracking information;

said tracking information including at least one of the following portions of information:

information relating to impressions displayed on the client system during a specified time interval;

information relating to pop-up layers displayed on the client system during a specified time interval;

information relating to pop-up advertisements displayed on the client system during a specified time interval;

information relating to marked up keywords displayed on the client system during a specified time interval;

information relating to page views displayed on the client system during a specified time interval; and

information relating to keywords clicked by the end user during a specified time interval.

182. (previously presented)   The method of claim 181 further comprising periodically reporting said logged tracking information to a remote server system for analysis and processing.

183. (previously presented)   The method of claim 151 further comprising:

gathering, during at least one a predetermined time interval, user click behavior information relating to click behavior patterns of the end user; and

dynamically adjusting the selection of specific text to be marked up based upon analysis of the user click behavior information.

184. (previously presented)   The method of claim 183 further comprising:

selecting a relatively smaller amount of content in the first document to be marked up in response to a determination that a number of clicks implemented by the user during the predetermined time interval exceeds a predetermined threshold value; and

selecting a relatively larger amount of content in the first document to be marked up in response to a determination that a number of clicks implemented by the user during the predetermined time interval does not exceed the predetermined threshold value.

185. (previously presented)   A computer program product, the computer program product including a computer usable medium having computer readable code embodied therein,

Application No: 09/943,524   7   KABAP002

the computer readable code comprising computer code for implementing the method of claim 151.

186. (previously presented)   A method for generating pop-up advertising information to be displayed on a client computer system, the method comprising:

identifying a first document, the first document including a first portion of content for display on a client system;

parsing the first document to identify at least one valid element of the first document which is suitable for contextual text search analysis;

selecting a first identified valid element of the first document for contextual text search analysis;

performing contextual text search analysis on a first portion of content associated with the first identified valid element, wherein the contextual text search analysis includes analyzing the first portion of content for selected keyword information, the selected keyword information being provided by an entity other than an end user of the client system;

identifying, using the selected keyword information, specific text in the first document, wherein the specific text is contextually associated with at least a portion of the selected keyword information;

displaying a selected pop-up advertisement based on at least a portion of the identified specific text within the first document;

wherein the pop-up advertisement includes information which is contextually relevant to the portion of the identified specific text within the first document.

187. (previously presented)   The method of claim 186 further comprising:

identifying at least one invalid element of the first document which is not suitable for contextual text search analysis.

188. (previously presented)   The method of claim 186 further comprising:

analyzing the first document to determine a first categorization type to be associated with the first document, wherein the first categorization type has associated therewith at least one keyword; and

selecting a first keyword from the first categorization type;

wherein the keyword information includes the first keyword selected from the first categorization type.

Application No: 09/943,524   8   KABAP002

189. (previously presented)   The method of claim 186 further comprising selecting the selected pop-up advertisement based on at least one contextual association relating to the identified specific text.

190. (previously presented)   The method of claim 189 wherein the selection of the selected pop-up advertisement is not based upon a WEB PAGE associated with the first document.

191. (previously presented)   The method of claim 186 further comprising performing markup operations on at least a portion of said selected specific text to thereby generate a first portion of marked up text.

192. (previously presented)   The method of claim 186 wherein the client computer system includes a display, and wherein the display includes a representation of a user controllable cursor, the method further comprising displaying the pop-up advertisement in response to the cursor being positioned over a portion of the first portion of identified specific text.

193. (previously presented)   The method of claim 186 wherein the first identified valid element corresponds to a frame in a web page retrieved from a web site.

194. (previously presented)   A computer program product, the computer program product including a computer usable medium having computer readable code embodied therein, the computer readable code comprising computer code for implementing the method of claim 186.

195. (previously presented)   A system for generating markup information to be displayed at a client computer system, the system comprising:
    at least one processor;
    at least one interface configured or designed to provide a communication link to at least one other network device in the data network; and
    memory;
    the system being configured or designed to:

Application No: 09/943,524   9   KABAP002

identify a first document, the first document including a first portion of content for display on a client system;

parse the first document to identify at least one valid element of the first document which is suitable for contextual text search analysis;

select a first identified valid element of the first document for contextual text search analysis;

perform contextual text search analysis on a first portion of content associated with the first identified valid element, wherein the contextual text search analysis includes analyzing the first portion of content for selected keyword information, the selected keyword information being provided by an entity other than an end user of the client system;

select, using the selected keyword information, specific text in the first document to be marked up, the specific text corresponding to text which is to be displayed to the user; and

perform markup operations on at least a portion of said selected specific text to thereby generate a first portion of marked up text.

196. (previously presented)   The system of claim 195 wherein the specific text is contextually associated with at least a portion of the selected keyword information.

197. (previously presented)   The system of claim 195 being further configured or designed to:

display the marked up text to the user, wherein the displayed marked up text includes the selected specific text which has been formatted in accordance with the markup operations.

198. (previously presented)   The system of claim 195 being further configured or designed to:

identify at least one invalid element of the first document which is not suitable for contextual text search analysis.

199. (previously presented)   The system of claim 195 being further configured or designed to:

analyze the first document to determine a first categorization type to be associated with the first document, wherein the first categorization type has associated therewith at least one keyword; and

select a first keyword from the first categorization type;

Application No: 09/943,524   10   KABAP002

wherein the keyword information includes the first keyword selected from the first categorization type.

200. (previously presented)   The system of claim 195 wherein said markup operations are performed at the client system.

201. (previously presented)   The system of claim 195 being further configured or designed to:

retrieve content relating to the first document from a first source; and

retrieve at least a portion of the selected keyword information from a second source.

202. (previously presented)   The system of claim 195 being further configured or designed to:

retrieve, via a computer network, content relating to the first document from a first network device; and

retrieve, via the computer network, at least a portion of the selected keyword information from a second network device.

203. (previously presented)   The system of claim 195 being further configured or designed to:

display the first portion of marked up text at the client system.

204. (previously presented)   The system of claim 195 being further configured or designed to:

generate markup information relating to at least a portion of markup operations to be performed on the portion of said selected specific text; and

display at the client system, using the markup information, modified content which includes the first portion of marked up text.

205. (previously presented)   The system of claim 195 being further configured or designed to:

perform a fuzzy search for selected keyword information in the selected text;

the fuzzy search being implemented such that a match will be found to occur despite lack of an exact match of the selected keyword information within the context of the first document.

Application No: 09/943,524   11   KABAP002

206. (previously presented) The system of claim 205 wherein the fuzzy search is implemented such that a match will be found to occur if a percentage of the selected keyword information identified in the context of the first document exceeds a predetermined match threshold percentage value.

207. (previously presented) The system of claim 195 being further configured or designed to accessing said selected keyword information from a remote server system.

208. (previously presented) The system of claim 195 wherein the first portion of content includes code to be rendered for display at the client system, the system being further configured or designed to:

generate markup information relating to at least a portion of markup operations to be performed on the portion of said selected specific text; and

modify, using the markup information, a first portion of the code relating to the portion of selected specific text to thereby generate a modified first portion of code; and

rendering the modified first portion of code for display at the client system.

209. (previously presented) The system of claim 208 wherein the markup information includes a first URL to be associated with the portion of said selected specific text.

210. (previously presented) The system of claim 208 wherein the keyword information is provided by a campaign provider.

211. (previously presented) The system of claim 208 wherein the keyword information is provided by a an advertiser.

212. (previously presented) The system of claim 195 wherein the first document corresponds to a web page associated with an information provider's web site.

213. (previously presented) The system of claim 195 wherein the first identified valid element corresponds to a frame in a web page associated with a web site.

Application No: 09/943,524   12   KABAP002

214. (previously presented) The system of claim 195 being further configured or designed to rendering at least a portion of the first portion of content for display to the end user via a browser application.

215. (previously presented) The system of claim 195 being further configured or designed to use negative word filtering to exclude markups of selected document text.

216. (previously presented) The system of claim 195 wherein the selected keyword information includes at least one negative word limitation specifying a first negative word, and wherein the system further comprises:

search selected information of the first document for a first keyword;

identify an occurrence of the first keyword in the document ;

determine whether an occurrence of the first negative word exists within a predetermined proximity to the identified occurrence of the first key word; and

exclude markup of the identified occurrence of the first key word in response to a determination that the first negative word exists within a predetermined proximity to the identified occurrence of the first key word.

217. (previously presented) The system of claim 195 wherein the selected keyword information includes restriction information specifying at least one restricted source location; and

wherein the system further comprises excluding markup of context in the first document in response to a determination that the first document is associated with a restricted source.

218. (previously presented) The system of claim 217 wherein the restricted source corresponds to a particular Internet domain name.

219. (previously presented) The system of claim 195 wherein the selected keyword information includes restriction information specifying a maximum number of markups per page; and

wherein the system further comprises excluding markup of context in the first document in excess of the maximum number of markups per page restriction.

Application No: 09/943,524   13   KABAP002

220. (previously presented) The system of claim 195 wherein the selected keyword information includes restriction information specifying a maximum number of markups per repeat keyword; and

wherein the system further comprises excluding markup of repeated keywords identified in the context of the first document in excess of the maximum number of markups per repeat keyword restriction.

221. (previously presented) The system of claim 195 wherein at least one keyword corresponds to a text string which includes multiple words.

222. (previously presented) The system of claim 195 wherein the selection of specific text in the first document to be marked up is based upon predetermined business rules;

wherein said predetermined business rules includes at least one of the following restrictions:

priority of markup operations performed on identified keywords within context of a document is given to textual-based context;

number of markups per page may not exceed predetermined value MAX_MARKUP;

number of markups per repeat keyword may not exceed predetermined value MAX_REPEAT; and

priority of markup operations performed on identified keywords within context of a document is given to context within relatively largest frames of the document

223. (previously presented) The system of claim 195 being further configured or designed to display a pop-up layer on the client system in response to the user selecting a marked up portion of a first portion of document context;

wherein the pop-up layer includes information relating to an initial link associated with the first portion of document context; and

wherein the pop-up layer includes information relating to a different link which was not associated with the first portion of document context.

224. (previously presented) The system of claim 195 being further configured or designed to display a pop-up layer on the client system in response to the user selecting a marked up portion of a first portion of document context;

wherein the pop-up layer includes information relating to a plurality of different links;

Application No: 09/943,524   14   KABAP002

said link information being obtained from information included in the selected keyword information.

225. (previously presented)   The system of claim 195 being further configured or designed to:

log, on the client system, tracking information;

said tracking information including at least one of the following portions of information:

information relating to impressions displayed on the client system during a specified time interval;

information relating to pop-up layers displayed on the client system during a specified time interval;

information relating to pop-up advertisements displayed on the client system during a specified time interval;

information relating to marked up keywords displayed on the client system during a specified time interval;

information relating to page views displayed on the client system during a specified time interval; and

information relating to keywords clicked by the end user during a specified time interval.

226. (previously presented)   The system of claim 225 being further configured or designed to periodically report said logged tracking information to a remote server system for analysis and processing.

227. (previously presented)   The system of claim 195 being further configured or designed to:

gather, during at least one a predetermined time interval, user click behavior information relating to click behavior patterns of the end user; and

dynamically adjust the selection of specific text to be marked up based upon analysis of the user click behavior information.

228. (previously presented)   The system of claim 227 being further configured or designed to:

Application No: 09/943,524   15   KABAP002

select a relatively smaller amount of content in the first document to be marked up in response to a determination that a number of clicks implemented by the user during the predetermined time interval exceeds a predetermined threshold value; and

select a relatively larger amount of content in the first document to be marked up in response to a determination that a number of clicks implemented by the user during the predetermined time interval does not exceed the predetermined threshold value.

229. (previously presented)   A system for generating pop-up advertising information to be displayed on a client computer system, the system comprising:

identify a first document, the first document including a first portion of content for display on a client system;

parse the first document to identify at least one valid element of the first document which is suitable for contextual text search analysis;

select a first identified valid element of the first document for contextual text search analysis;

perform contextual text search analysis on a first portion of content associated with the first identified valid element, wherein the contextual text search analysis includes analyzing the first portion of content for selected keyword information, the selected keyword information being provided by an entity other than an end user of the client system;

identify, using the selected keyword information, specific text in the first document, wherein the specific text is contextually associated with at least a portion of the selected keyword information;

display a selected pop-up advertisement based on at least a portion of the identified specific text within the first document;

wherein the pop-up advertisement includes information which is contextually relevant to the portion of the identified specific text within the first document.

230. (previously presented)   The system of claim 229 being further configured or designed to:

identify at least one invalid element of the first document which is not suitable for contextual text search analysis.

231. (previously presented)   The system of claim 229 being further configured or designed to:

Application No: 09/943,524   16   KABAP002

analyze the first document to determine a first categorization type to be associated with the first document, wherein the first categorization type has associated therewith at least one keyword; and

select a first keyword from the first categorization type;

wherein the keyword information includes the first keyword selected from the first categorization type.

232. (previously presented) The system of claim 229 being further configured or designed to select the selected pop-up advertisement based on at least one contextual association relating to the identified specific text.

233. (previously presented) The system of claim 232 wherein the selection of the selected pop-up advertisement is not based upon a WEB PAGE associated with the first document.

234. (previously presented) The system of claim 229 being further configured or designed to perform markup operations on at least a portion of said selected specific text to thereby generate a first portion of marked up text.

235. (previously presented) The system of claim 229 wherein the client computer system includes a display, and wherein the display includes a representation of a user controllable cursor, the system being further configured or designed to display the pop-up advertisement in response to the cursor being positioned over a portion of the first portion of identified specific text.

236. (previously presented) The system of claim 229 wherein the first identified valid element corresponds to a frame in a web page retrieved from a web site.

237. (previously presented) A method for generating markup information to be displayed at a client computer system, comprising:

identifying a source data file;

parsing the source data file to identify at least one valid element of the source data file which is suitable for contextual text search analysis;

Application No: 09/943,524   17   KABAP002

selecting a first identified valid element of the source data file for contextual text search analysis;

performing contextual text search analysis on a first portion of content associated with the first identified valid element, wherein the contextual text search analysis includes analyzing the first portion of content for selected keyword information, the selected keyword information being provided by an entity other than an end user of the client system;

selecting, using the selected keyword information, specific text in the source data file to be marked up, wherein the first portion of specific text is contextually associated with a first portion of the selected keyword information;

generating a first association of additional information for the first portion of specific text based upon the first portion of the selected keyword information; and

augmenting the source data file by performing at least one markup operation on the first portion of specific text.

238. (previously presented)   The method of claim 237 wherein the additional information from the first association is displayable with the first portion of specific text in response to a request to access the source data file.

239. (previously presented)   The method of claim 237 wherein the first portion of information includes a first portion of content to be rendered for display on a client system.

240. (previously presented)   A system for generating markup information to be displayed at a client computer system, the method comprising:

means for identifying a first document, the first document including a first portion of content for display on a client system;

means for parsing the first document to identify at least one valid element of the first document which is suitable for contextual text search analysis;

means for selecting a first identified valid element of the first document for contextual text search analysis;

means for performing contextual text search analysis on a first portion of content associated with the first identified valid element, wherein the contextual text search analysis includes analyzing the first portion of content for selected keyword information, the selected keyword information being provided by an entity other than an end user of the client system;

Application No: 09/943,524   18   KABAP002

means for selecting, using the selected keyword information, specific text in the first document to be marked up, the specific text corresponding to text which is to be displayed to the user; and

means for performing markup operations on at least a portion of said selected specific text to thereby generate a first portion of marked up text.

241. (previously presented) A system for generating markup information to be displayed at a client computer system, comprising:

means for identifying a source data file;

means for parsing the source data file to identify at least one valid element of the source data file which is suitable for contextual text search analysis;

means for selecting a first identified valid element of the source data file for contextual text search analysis;

means for performing contextual text search analysis on a first portion of content associated with the first identified valid element, wherein the contextual text search analysis includes analyzing the first portion of content for selected keyword information, the selected keyword information being provided by an entity other than an end user of the client system;

means for selecting, using the selected keyword information, specific text in the source data file to be marked up, wherein the first portion of specific text is contextually associated with a first portion of the selected keyword information;

means for generating a first association of additional information for the first portion of specific text based upon the first portion of the selected keyword information; and

means for augmenting the source data file by performing at least one markup operation on the first portion of specific text.

242. (new)   The method of claim 151 further comprising:

determining a contextual usage of the specific text based at least in part on the contextual text search analysis performed on the first portion of content.

243. (new)   The system of claim 195 wherein the system is operable to:

determine a contextual usage of the specific text based at least in part on the contextual text search analysis performed on the first portion of content.

Application No: 09/943,524   19   KABAP002

244. (new) The method of claim 151 wherein the specific text includes a first portion of specific text and a second portion of specific text, the method further comprising:

performing markup operations the first portion of specific text to thereby generate the first portion of marked up text; and

refraining from performing markup operations the second portion of specific text.

245. (new) The system of claim 195 wherein the specific text includes a first portion of specific text and a second portion of specific text, the system being operable to:

perform markup operations the first portion of specific text to thereby generate the first portion of marked up text; and

refrain from performing markup operations the second portion of specific text.

Application No: 09/943,524   20   KABAP002